

FIG.1

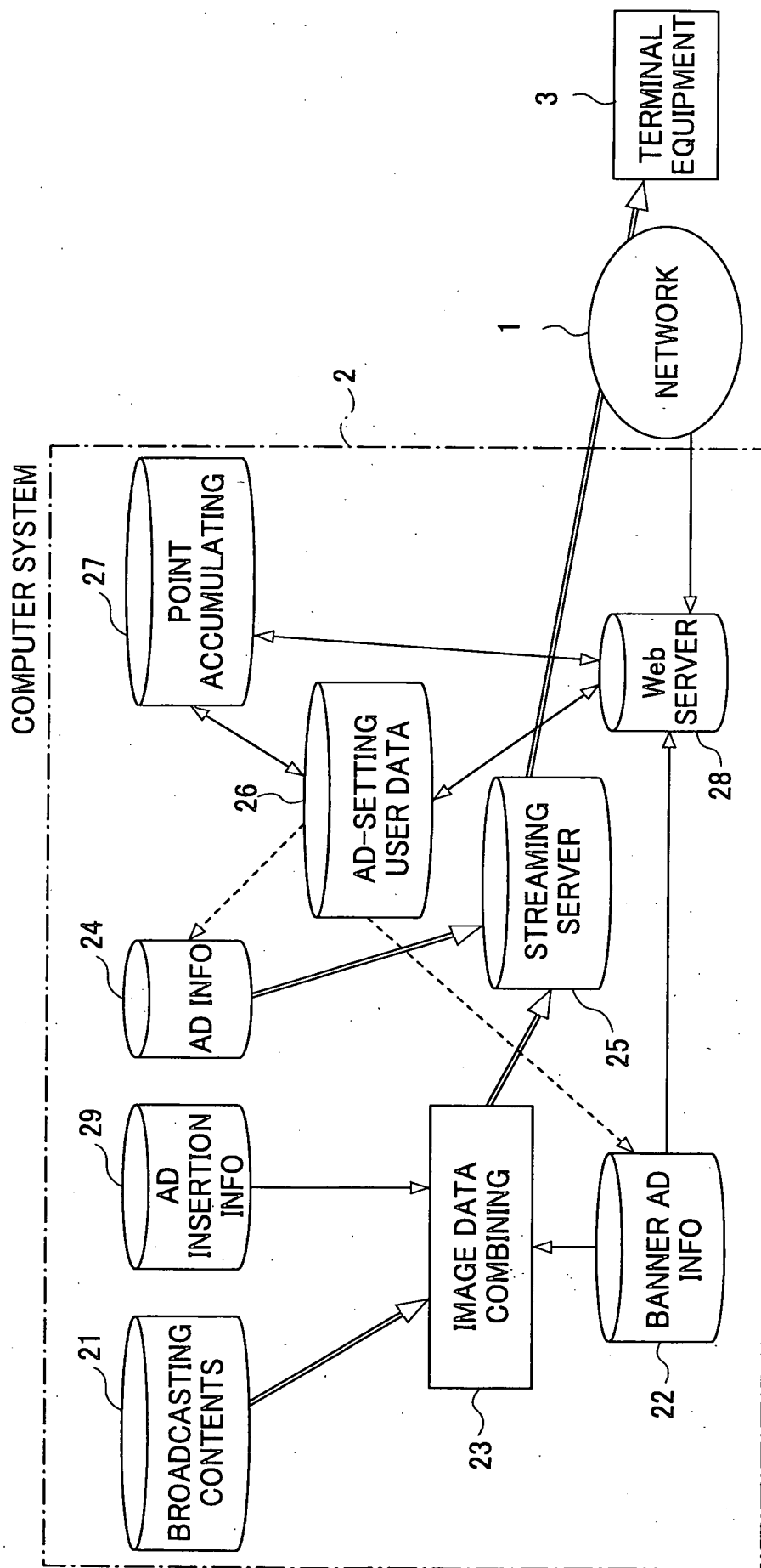


FIG.2

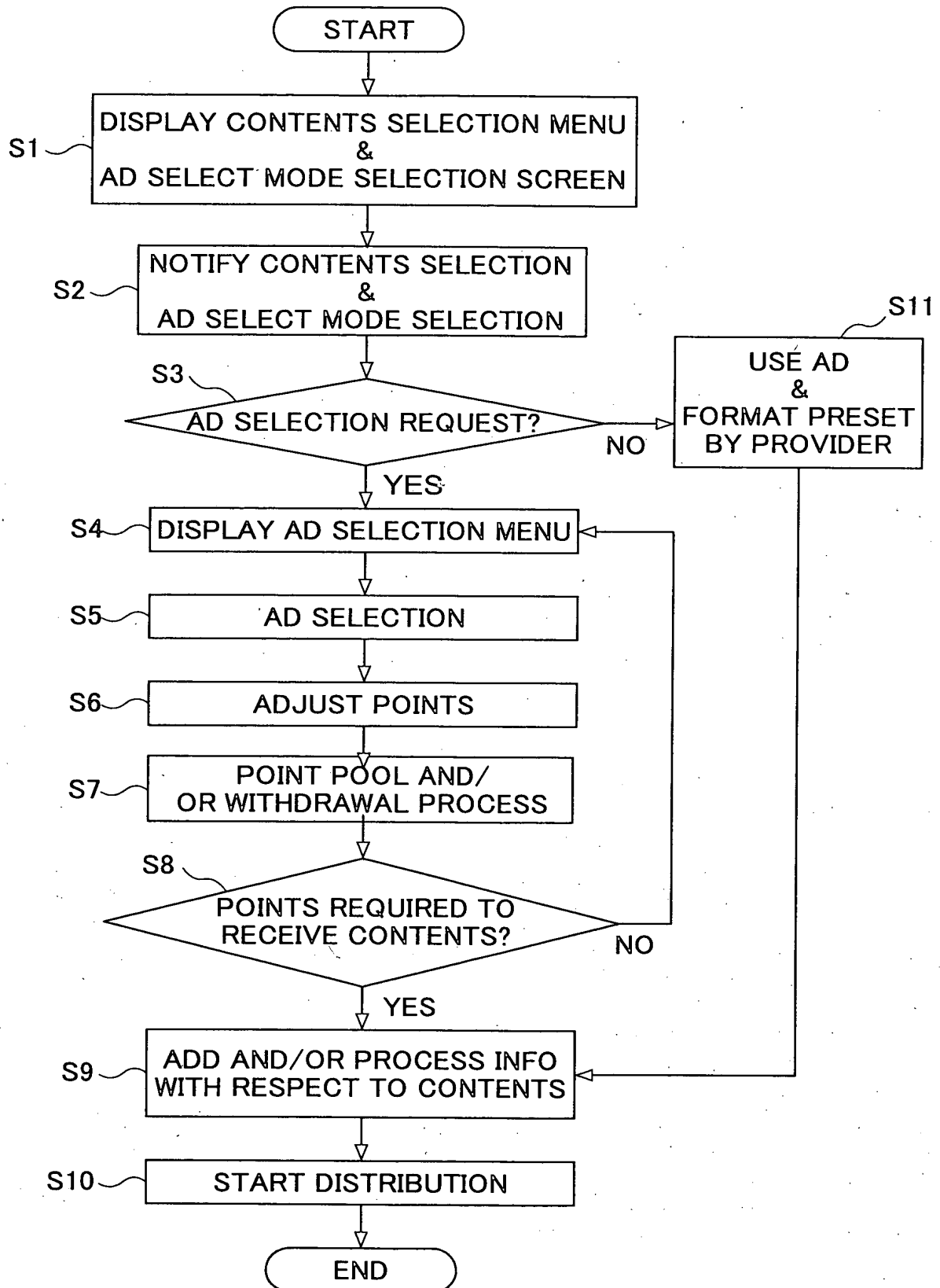


FIG.3

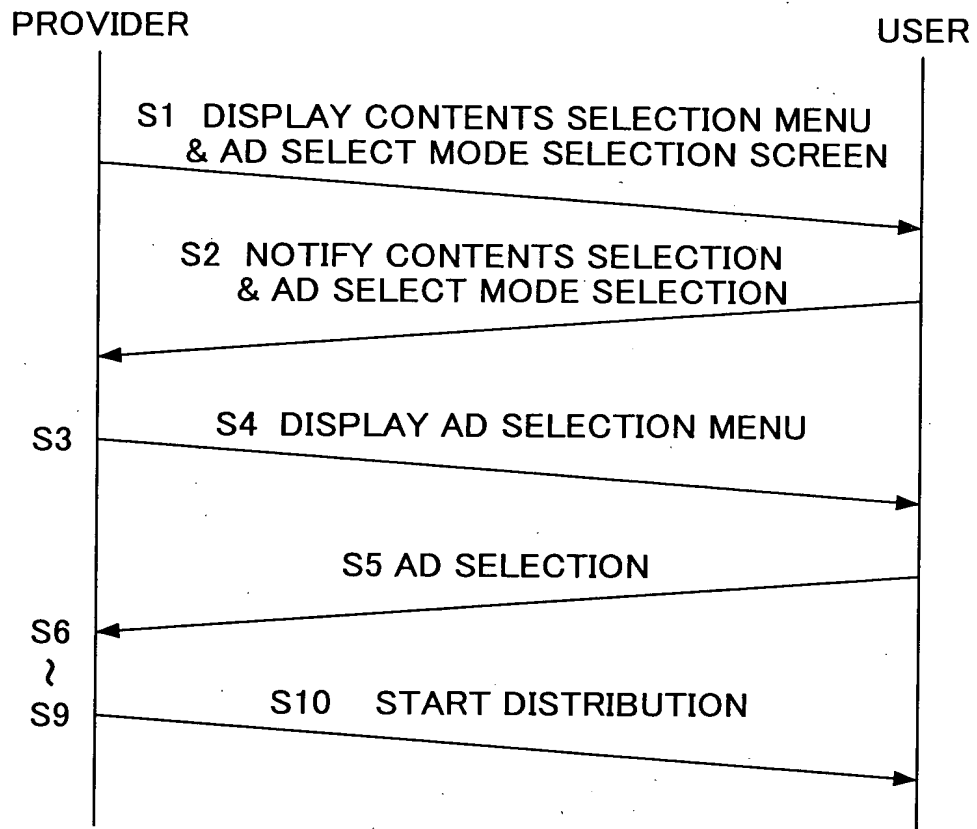


FIG.4

SETTING PROGRAM AND AD TO BE RECEIVED

+MOVIES

☒ PROGRAM A: 300 POINTS REQUIRED

☐ PROGRAM B: 150 POINTS REQUIRED

☐ PROGRAM C: 500 POINTS REQUIRED

☐ PROGRAM D: 200 POINTS REQUIRED

+DRAMA

+MUSIC

+VARIETY

AD SELECT MODE

☒ USER MODE

☐ PROVIDER MODE

FIG.5

AD RECEIVING FORMAT SELECTION

☒ RECEIVE AD BEFORE AND AFTER AND/OR DURING PROGRAM

PRESENT POINTS:355

DETAILS SETTING

☐ RECEIVE BANNER AD

PRESENT POINTS:0

DETAILS SETTING

☐ RECEIVE INTRA-CONTENTS AD

PRESENT POINTS:0

DETAILS SETTING

SET AD-SETTING USER DATA

☐ NEWLY CREATE AD-SETTING USER DATA

☒ READ AD-SETTING USER DATA FROM SETTING INFO

PREVIOUS

NEXT

FIG.6

DETAILS SETTING

☒ COLLECTIVE RECEPTION METHOD

☒ BEFORE TRANSMISSION OF PROGRAM

☐ AFTER TRANSMISSION OF PROGRAM

AD SELECTION METHOD

☒ INDEPENDENTLY SELECT AD

☐ SEMI-AUTOMATIC SELECTION

FIG.7

DETAILS SETTING
(AD BEFORE AND AFTER AND/OR DURING PROGRAM)

☒ SELECTION ACCORDING TO
PRODUCT CATEGORY

☐ SELECTION ACCORDING TO
COMPANY (BRAND) NAME

☐ SELECTION ACCORDING TO
CHARACTER

FIG.8

SELECTION ACCORDING TO CATEGORY.
PRESENT POINTS:120

ALL PRODUCTS

+ <input type="checkbox"/> ELECTRICAL APPLIANCES	30	
+ <input type="checkbox"/> COMPANY A		
+ <input type="checkbox"/> COMPANY B		
+ <input type="checkbox"/> COMPANY C		
+ <input type="checkbox"/> TVs	30	
+ <input type="checkbox"/> VIDEO		
+ <input type="checkbox"/> PERSONAL COMPUTERS	00	POINT LIST
+ <input type="checkbox"/> AUTOMOBILES	00	
+ <input type="checkbox"/> FOODS	90	OK
+ <input type="checkbox"/> TRAVEL	00	CANCEL

FIG.9

SELECTION	COMPANY (BRAND)NAME	PRODUCTS	POINTS	TIME (SEC)	AD TYPE	APPEARING CHARACTERS	THUMBNAIL
<input checked="" type="checkbox"/>	COMPANY F	—	15	5	IMAGE AD	—	<input type="checkbox"/>
<input type="checkbox"/>	COMPANY F	—	15	15	NORMAL	A	<input type="checkbox"/>
<input type="checkbox"/>	COMPANY F	PRODUCT A	15	15	NORMAL	B, C, D, ETC.	<input type="checkbox"/>
<input checked="" type="checkbox"/>	COMPANY F	PRODUCT A	50	100	MINI-DRAMA AD	ACTORS TK & E	<input type="checkbox"/>
<input type="checkbox"/>	COMPANY F	PRODUCT A	13	15	NORMAL	ACTORS TK & F	<input type="checkbox"/>
<input type="checkbox"/>	COMPANY F	PRODUCT A	5	5	NORMAL	ACTORS TK & G	<input type="checkbox"/>
<input checked="" type="checkbox"/>	COMPANY F	PRODUCT B	80	300	TV CATALOG	H & I	<input type="checkbox"/>
<input type="checkbox"/>	COMPANY F	PRODUCT B	15	15	NORMAL	—	<input type="checkbox"/>
<input type="checkbox"/>	COMPANY F	PRODUCT C	20	100	QUIZ-TYPE AD	A	<input type="checkbox"/>
<input type="checkbox"/>	COMPANY S	PRODUCT D	15	15	NORMAL	A	<input type="checkbox"/>
<input checked="" type="checkbox"/>	COMPANY S	PRODUCT D	80	30	DURING CAMPAIGN	—	<input type="checkbox"/>
<input checked="" type="checkbox"/>							
<input checked="" type="checkbox"/>							
<input checked="" type="checkbox"/>							
TOTAL P1 FOR THIS PAGE							255
TOTAL P2 FOR OTHER PAGES							120
POINTS P3 CARRIED OVER FROM BEFORE							10
TOTAL P4 (=P1+P2+P3)							355
POINTS P5 REQUIRED							300
POINTS (P4-P5) CARRIED OVER TO NEXT TIME							55

PREVIOUS
PAGE

NEXT PAGE

OK

CANCEL

FIG.10

DETAILS SETTING
(AD BEFORE & AFTER AND/OR DURING PROGRAM)

☒ SELECT ACCORDING TO
PRODUCT CATEGORY

☐ SELECT ACCORDING TO
COMPANY (BRAND) NAME

☐ SELECT ACCORDING TO
CHARACTERS

NO. OF REQUIRED POINTS IS 300.
NO. OF POINTS GAINED BY RECEIVING AD
BY SEMI-AUTOMATIC SELECTION IS 300.

300

OK

CANCEL

FIG.11

SELECT ACCORDING TO PRODUCT CATEGORY

ALL PRODUCTS	RATIO
+ <input checked="" type="checkbox"/> ELECTRICAL APPLIANCES	30
+ <input checked="" type="checkbox"/> COMPANY A	+20
+ <input type="checkbox"/> COMPANY B	
+ <input type="checkbox"/> COMPANY C	
+ <input checked="" type="checkbox"/> COMPANY D	+10
+ <input checked="" type="checkbox"/> TVs	+10
+ <input type="checkbox"/> VIDEO	
+ <input checked="" type="checkbox"/> PERSONAL COMPUTERS	30
+ <input type="checkbox"/> AUTOMOBILES	
+ <input type="checkbox"/> TRAVEL	
+ <input checked="" type="checkbox"/> INDIVIDUAL SETTING	20
+ <input checked="" type="checkbox"/> PROVIDER'S CHOICE	20

OK

CANCEL

FIG. 12

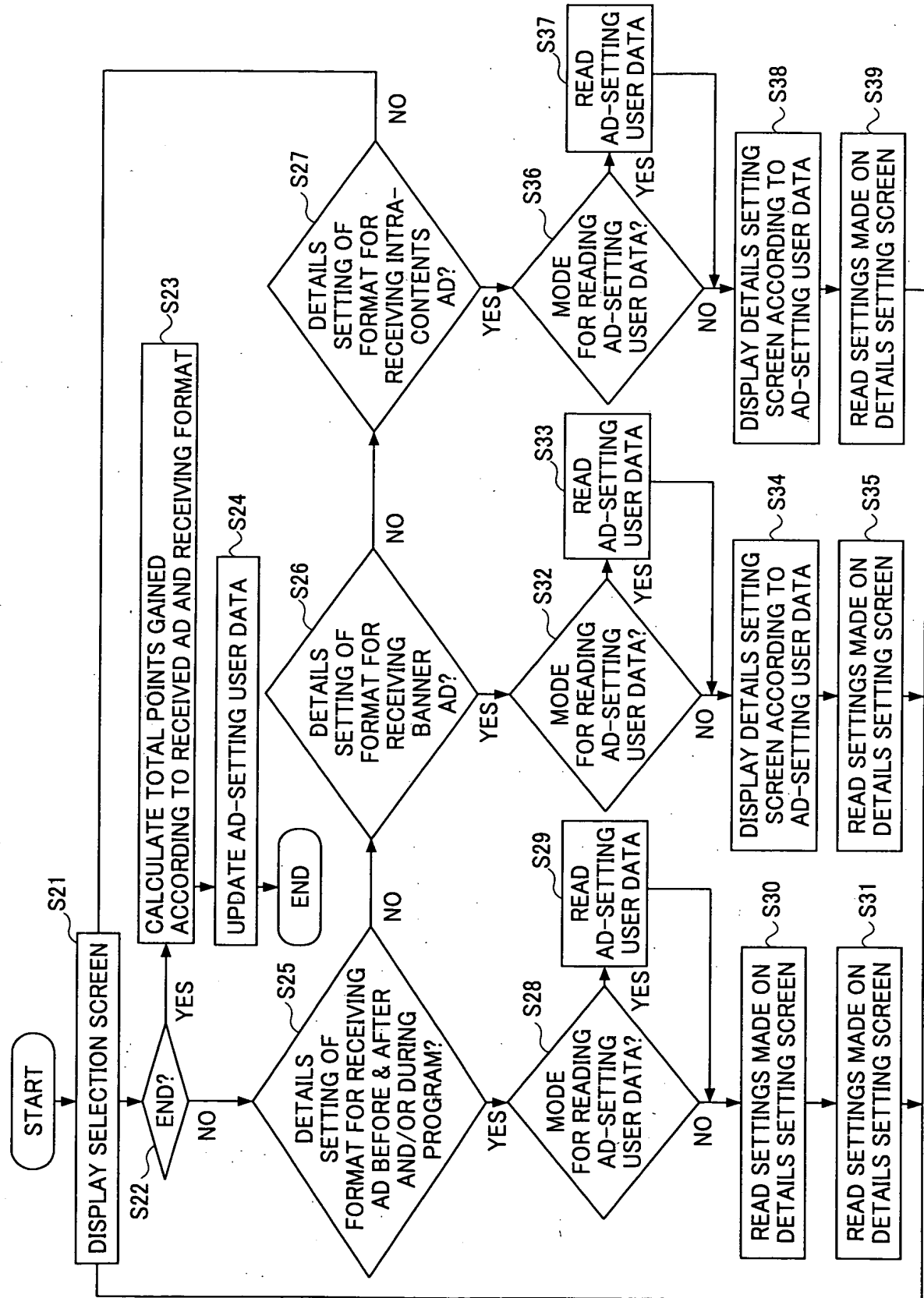


FIG.13

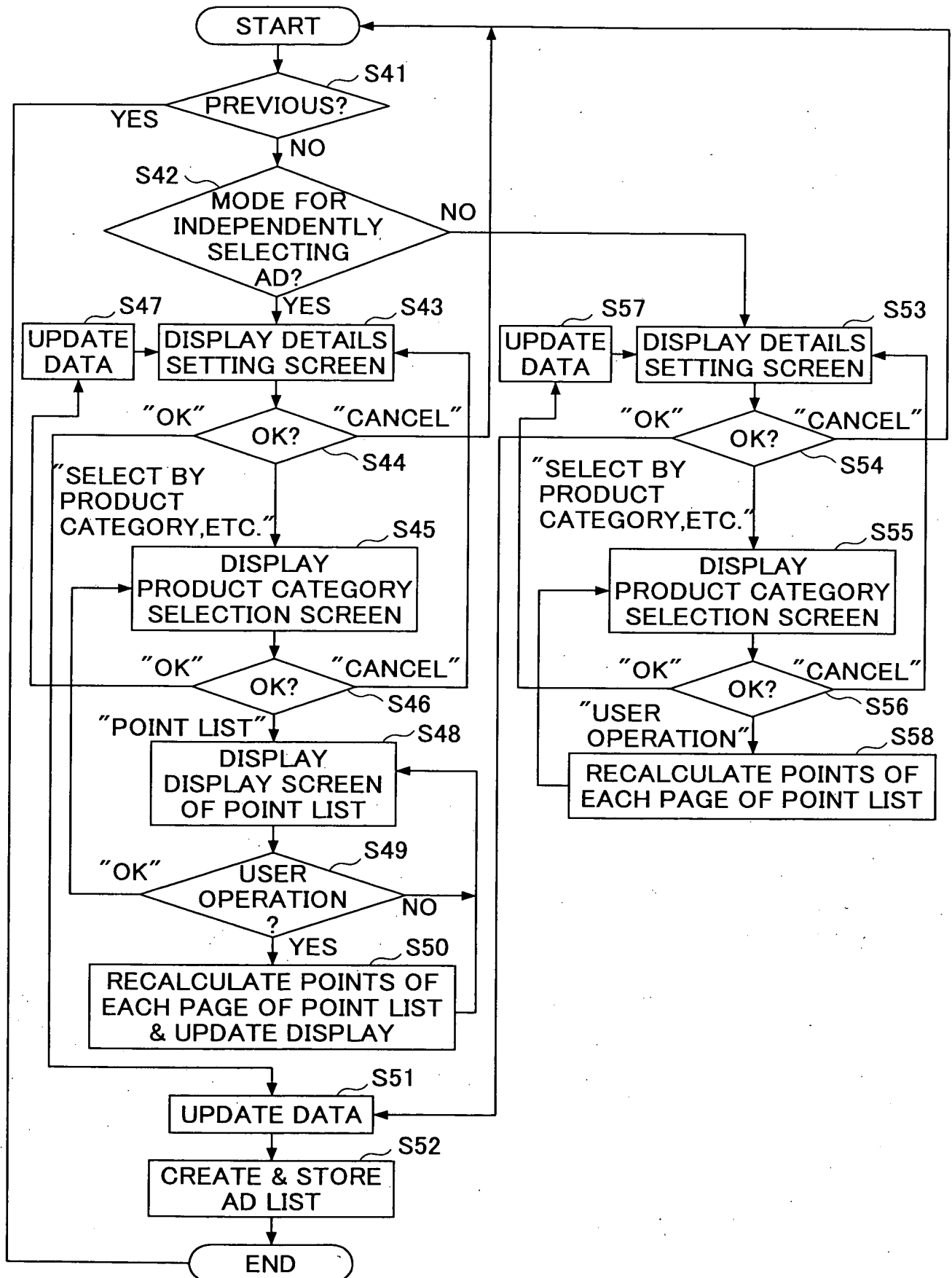


FIG.14

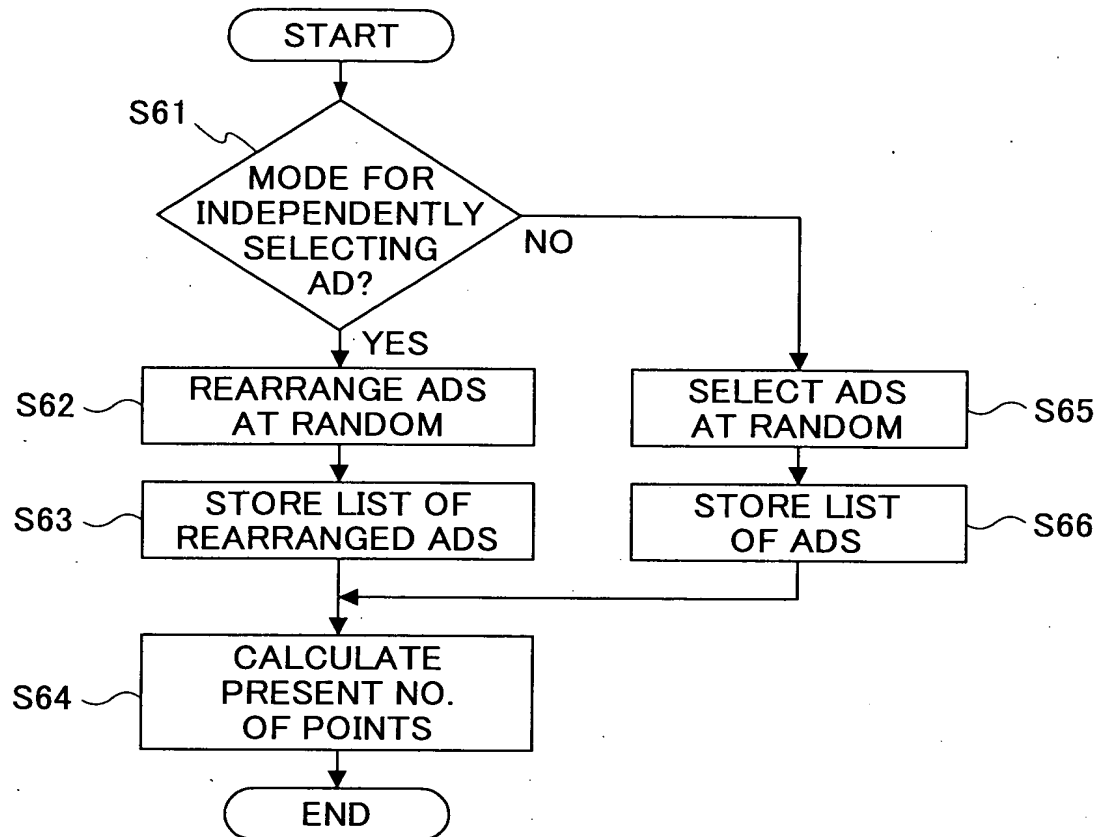


FIG.15

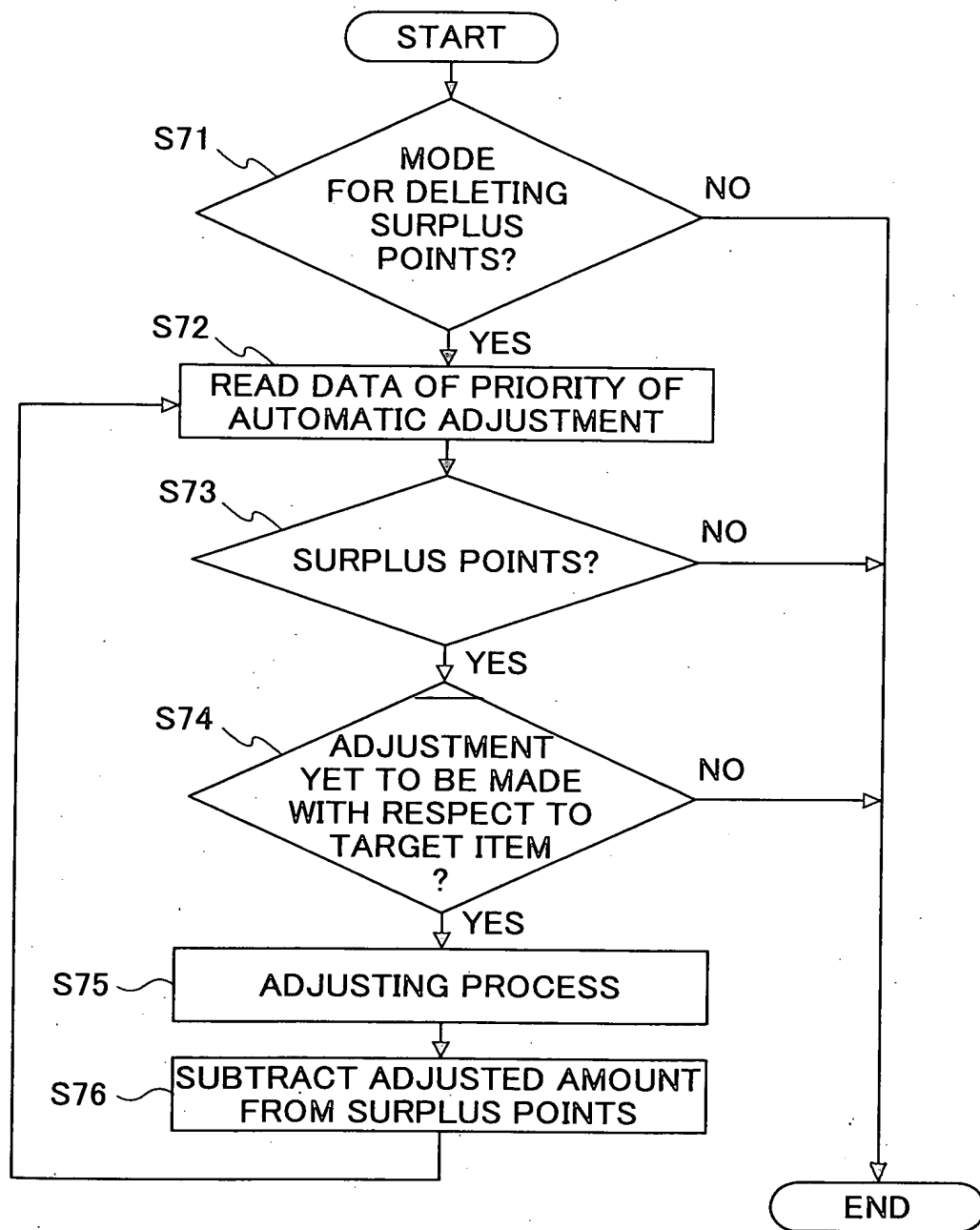


FIG.16

AD RECEIVING FORMAT SELECTION

☒ RECEIVE AD BEFORE AND AFTER AND/OR DURING PROGRAM
PRESENT POINTS:355

☐ RECEIVE BANNER AD
PRESENT POINTS:0

☐ RECEIVE INTRA-CONTENTS AD
PRESENT POINTS:0

SET AD-SETTING USER DATA

☐ NEWLY CREATE AD-SETTING USER DATA

☒ READ AD-SETTING USER DATA
FROM SETTING INFO

DETAILS SETTING

DETAILS SETTING

DETAILS SETTING

SET AUTOMATIC ADJUSTMENT

☒ DELETE SURPLUS POINTS BY AUTOMATIC ADJUSTMENT

PREVIOUS END

PRIORITY SETTING OF
AUTOMATIC ADJUSTMENT

1	AD BEFORE & AFTER AND/OR DURING PROGRAM	▲
2	BANNER AD	
3	INTRA-CONTENTS AD	▼

ADJUST PRIORITY BY SELECTING
▲ OR ▼ WITH RESPECT TO
SELECTED ITEM.

OK CANCEL

FIG.17

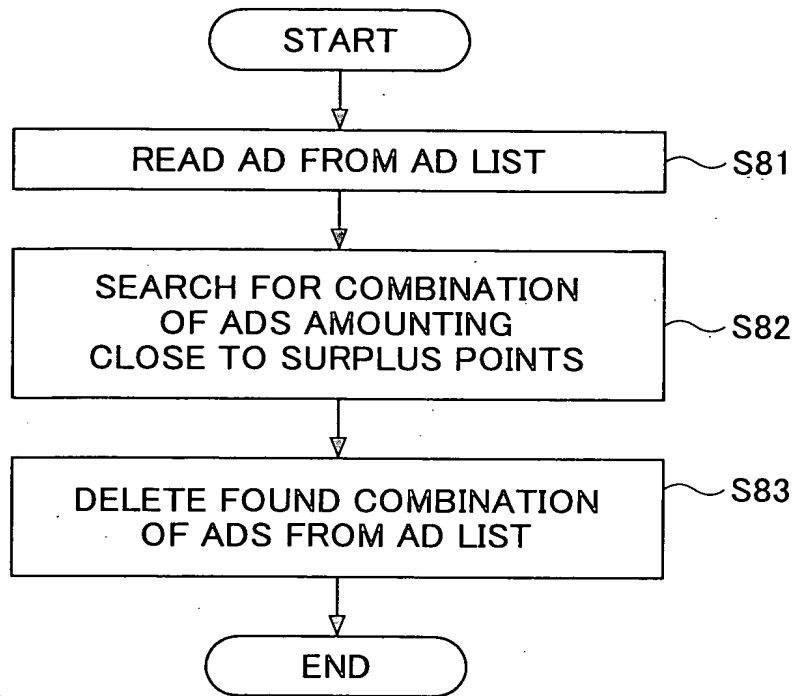


FIG.18

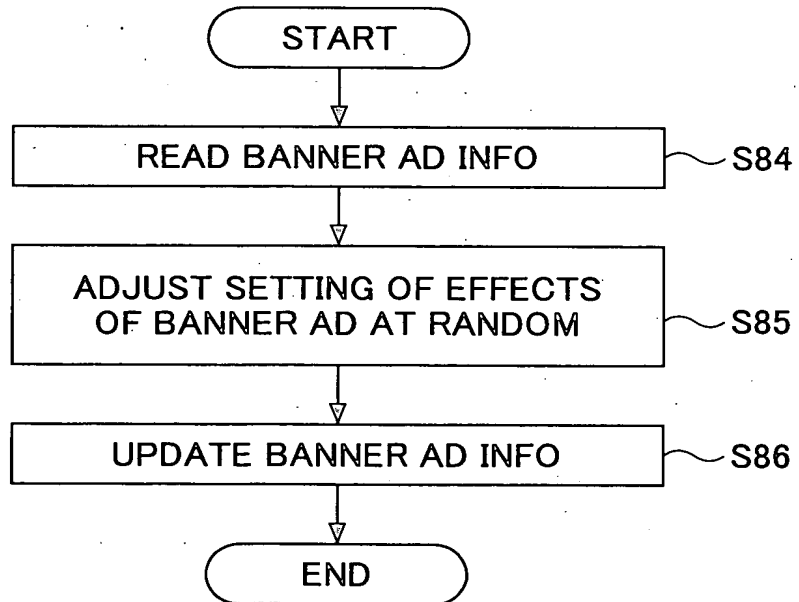


FIG.19

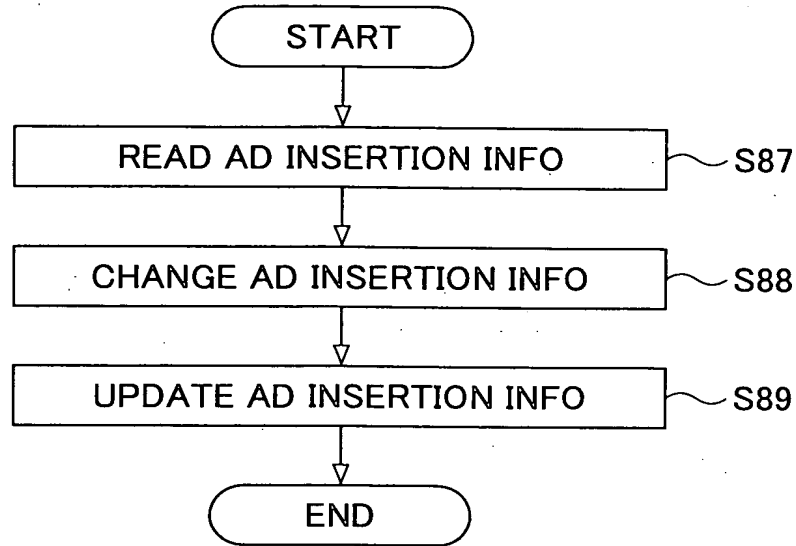


FIG.20

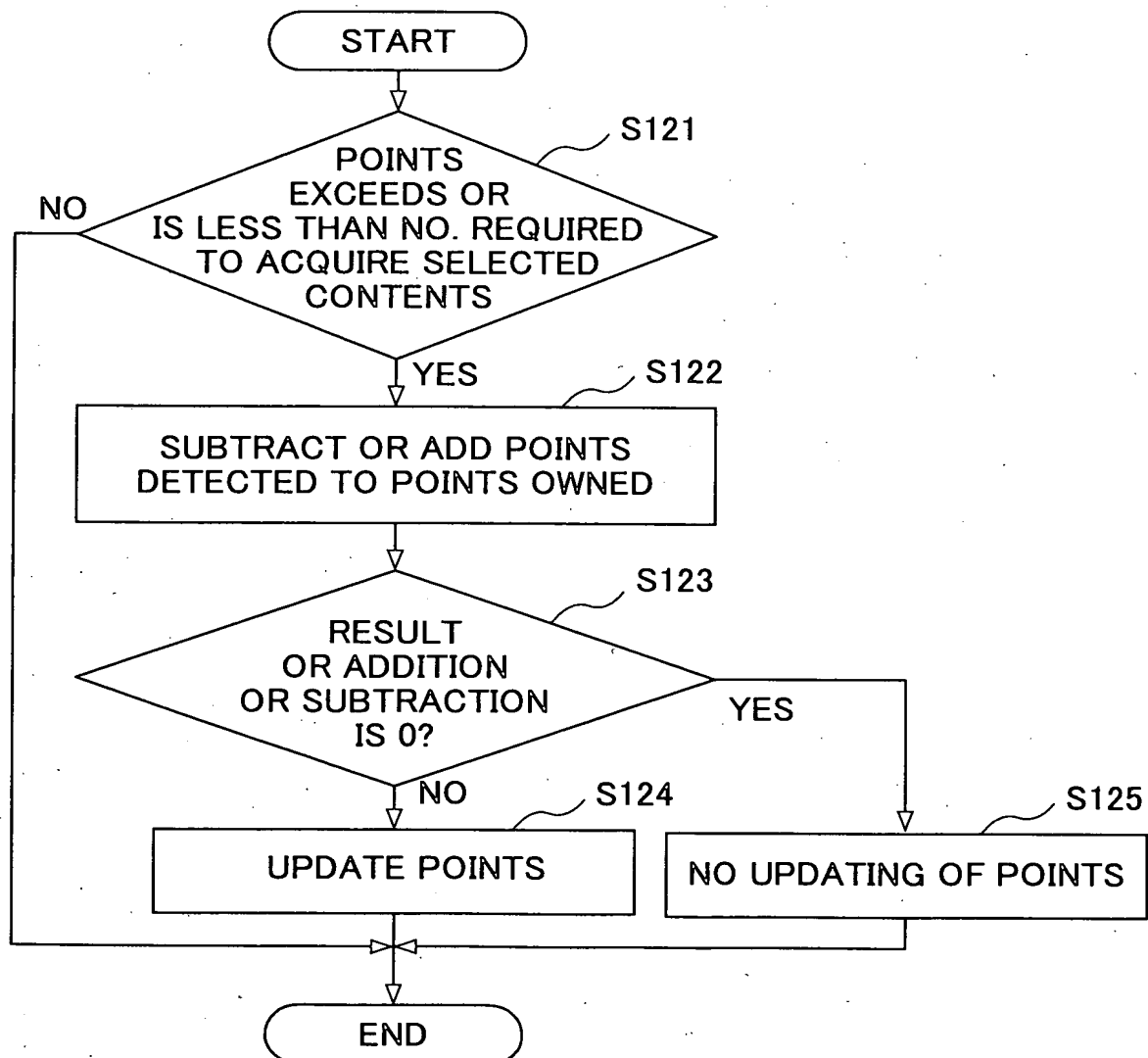


FIG.21

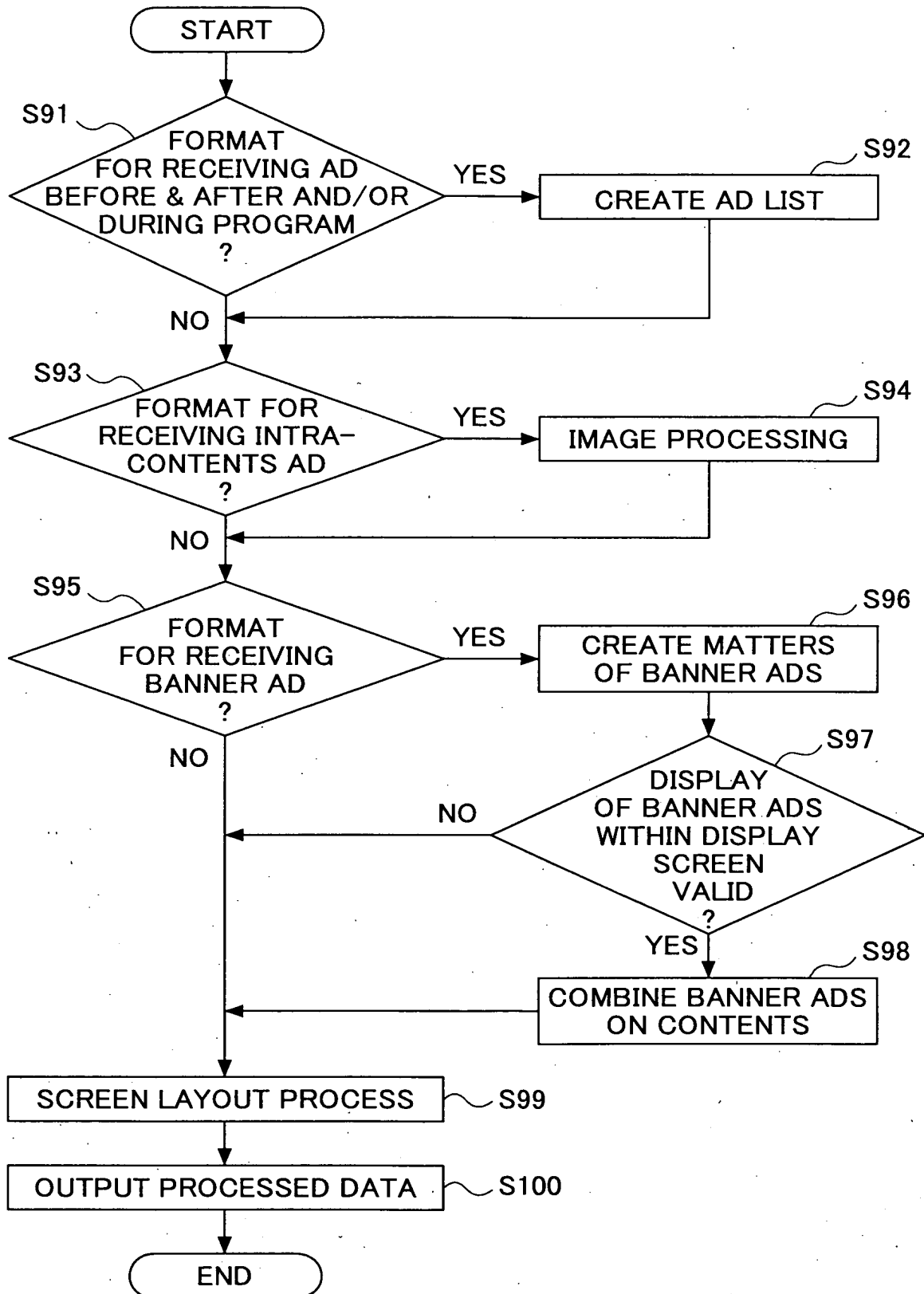


FIG.22

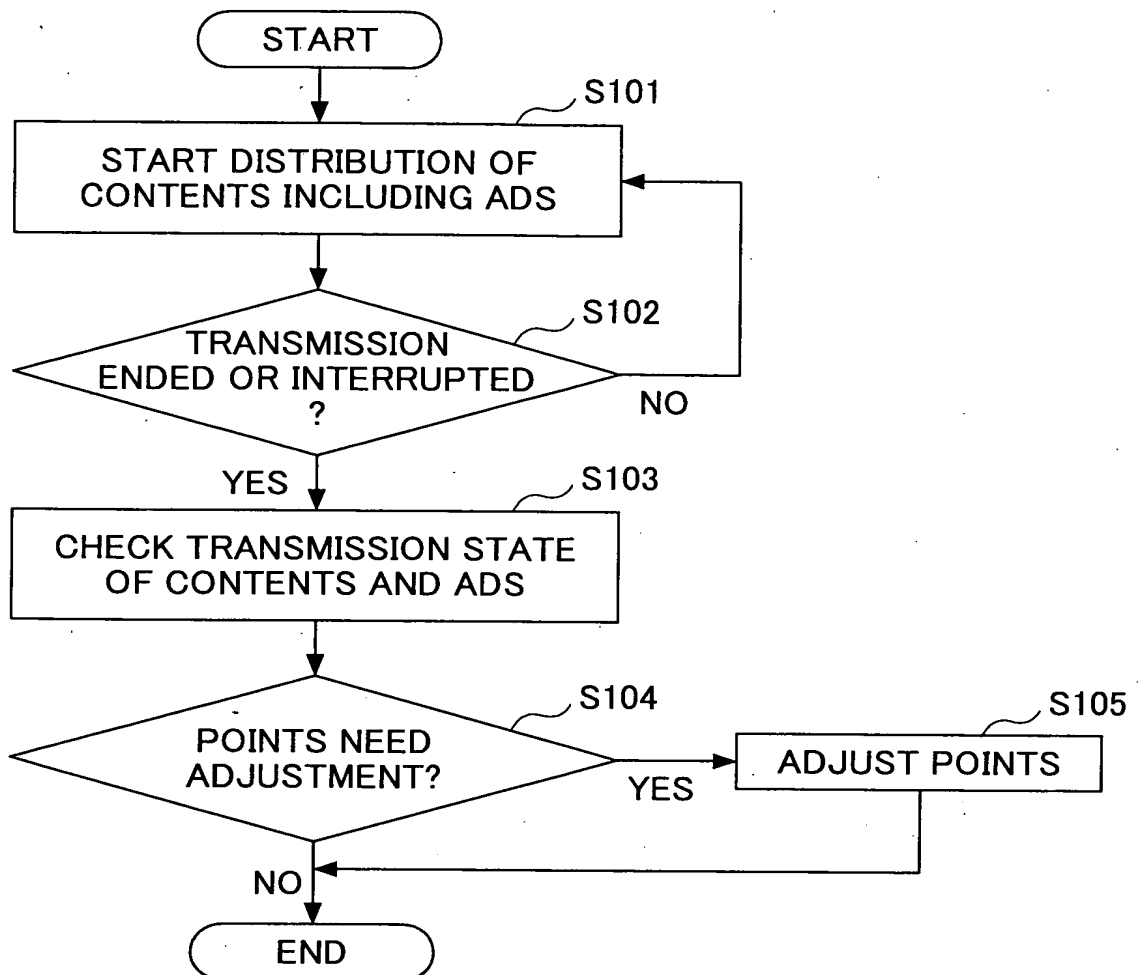


FIG.23

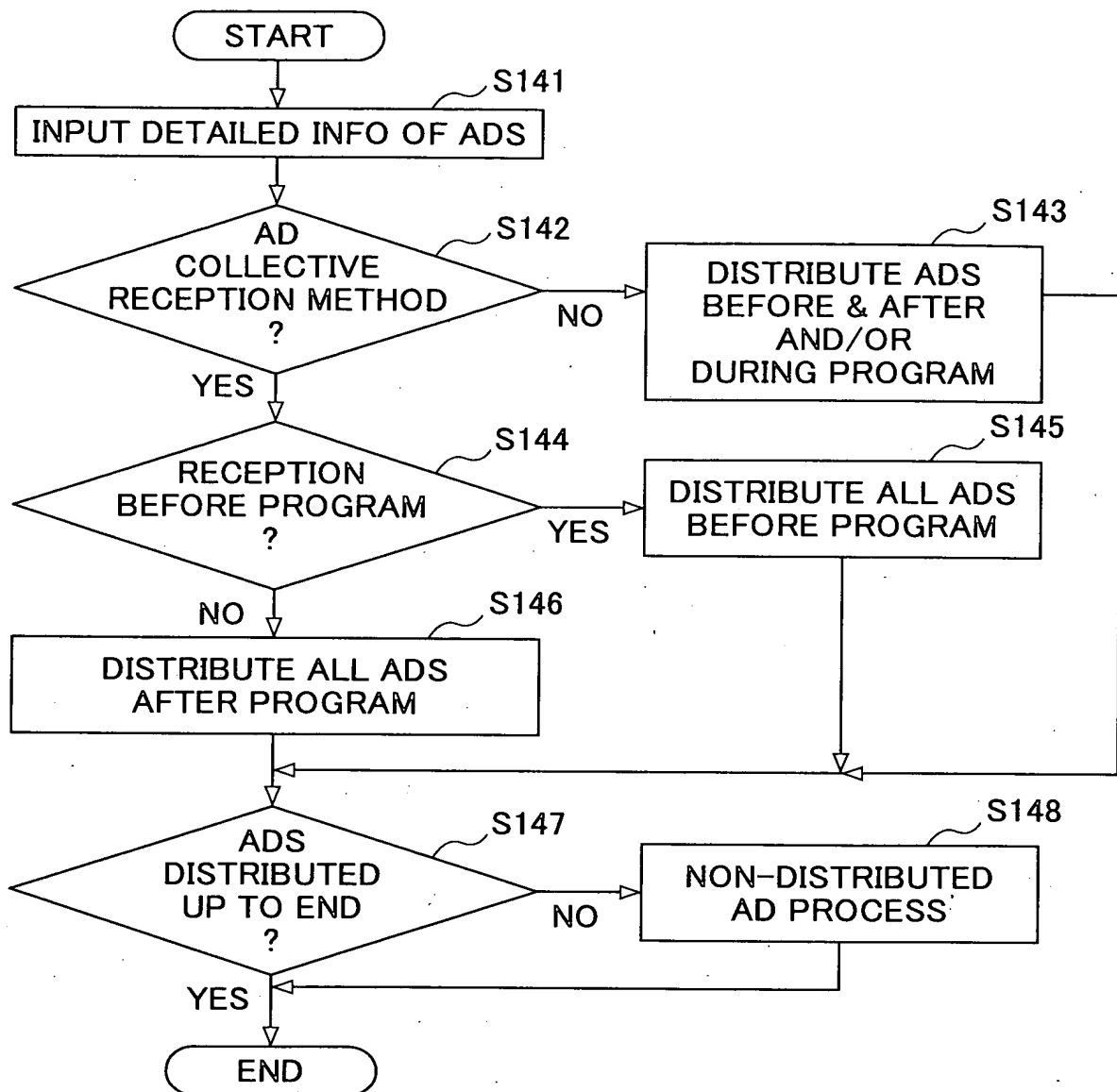


FIG.24

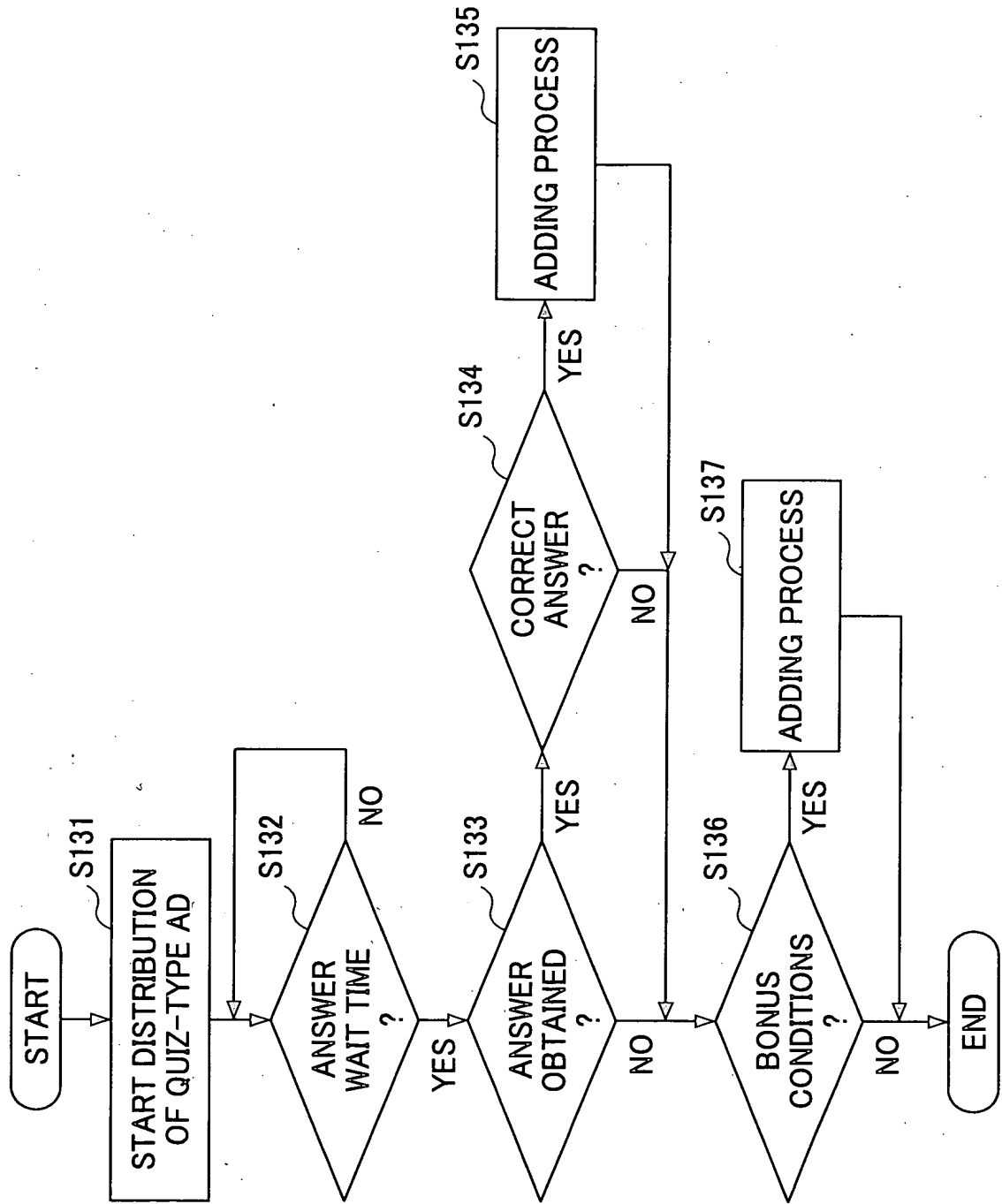


FIG.25

